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"Make mine a double?"

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Ministry of
Health

Pamphlet

CP-67

“Make mine a double”

Alcohol is a drug.

It acts as a general anesthetic, going straight to the blood stream and causing the brain to malfunction.

Consider the effects an evening of drinking can have on a person's mind.

A little more than their limit, and people usually feel dizzy.

They begin to slur their speech. Their vision starts to blur.

They lose some co-ordination and muscle control.

They become disoriented. Confused. Unreasonably elated or depressed.

If they drink too much, they get sick, or their brain shuts off and they pass out.

Recurrent evenings of immoderate drinking inflict a lot of abuse on the brain. This effect is seldom permanent. Our brains have a remarkable ability to recover. But they don't do it overnight.

The day after a heavy bout of drinking, we may no longer feel impaired. But the effects of the night before can still be measured scientifically. Our judgment and on-the-job performance can suffer. That's a proven fact.

If we overindulge regularly—drinking too much, too often—we can do ourselves considerable harm. Perhaps even permanent damage. That, too, is a fact.

Moderate drinkers think and act more clearly, more consistently. They do better work, are more highly motivated, and achieve greater success. They feel listless or depressed much less often.

By drinking moderately, and not too often, we take few risks with our mental health.

We're not against drinking. If people want to drink it's up to them.

But we are concerned that more people in Ontario are drinking more alcohol more often than ever before.

Next time you order a double, think about that.

**“Here’s
to your
health!”**

Ontario Ministry of Health
Hon. Frank S. Miller, Minister

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